

Message Text

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ACTION EB-11

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FM AMEMBASSY ROME

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UNCLAS ROME 13351

E.O. 11652: N/A

TAGS: BCOM, IT

SUBJECT: COMMERCIAL OFFICERS CONFERENCE - ROME

REF: STATE 209418

1. EMBASSY HAS FOLLOWING SUGGESTIONS FOR DISCUSSION TOPICS OR
SUB-TOPICS FOR ROME COMMERCIAL OFFICERS CONFERENCE:

A. COOPERATION AND ASSISTANCE ON COMMERCIAL PROGRAM FROM OTHER
SECTIONS OF EMBASSIES WITH PARTICULAR EMPHASIS ON POTENTIAL FOR
COLLABORATION WITH USIS. (COMMERCIAL PROGRAM IN ROME HAS BENEFITED
GREATLY FROM USIS ASSISTANCE PARTICULARLY FROM THE DIRECT
SUPPORT USIS PROVIDES FOR THE PUBLICATION OF AN EXPANDED AND
REDESIGNED COMMERCIAL BULLETIN).

B. RELATED TO SUBJECT OF PRODUCTIVITY AT A TIME OF RISING
FIXED DEMANDS ON OFFICER TIME, SUGGEST DISCUSSION OF CURRENT
GUIDELINES, TECHNIQUES, AND PROBLEMS OF SPECIFIC COMMERCIAL
SERVICES SUCH AS TOS, ADS, WTDR, AND BUSINESS LETTERS.

C. ROME OF COMMERCIAL SECTIONS IN ASSISTING U.S. FIRMS TO SECURE
FOREIGN SOURCES OF MATERIALS IN SHORT SUPPLY.

D. POTENTIAL FOR ORGANIZING SMALL GROUPS OF TRADE CENTER EXHIBI-
TORS TO VISIT NON-TRADE CENTER COUNTRIES ENROUTE TO TC SHOWS.

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E. TOURISM PROMOTION - PRACTICAL CONSTRAINTS ON POST EFFORTS IN

THIS FIELD AND LEVEL OF WASHINGTON SUPPORT WHICH CAN BE EXPECTED.

2. SEPARATE FROM AGENDA TOPICS, EMBASSY WOULD APPRECIATE DEPT
REACTION TO TWO TENTATIVE PROPOSALS ON CONFERENCE:

A. VIDEO TAPING OF CONFERENCE FOR LATER REVIEW AND WIDER
DISSEMINATION E.G. COMMERCIAL LOCALS. USIS ROME HAS TECHNICAL
CAPABILITY TO VIDEA TAPE CONFERENCE BUT WASHINGTON MUST FUND
COSTS.

B. POSSIBILITY OF HAVING SENIOR OFFICIAL OF ICE-ITALIAN GOVERNMENT
TRADE PROMOTION ENTITY - DESCRIBE TO CONFERENCE ITALIAN
GOVERNMENT'S ACTIVE AND LONG ESTABLISHED TRADE PROMOTION PROGRAM.
IF THE DEPT FEELS CONFERENCE WOULD BENEFIT BY SUCH A TALK AND
AGENDA WOULD PERMIT, EMBASSY PREPARED INVESTIGATE IF APPROPRIATE
ENGLISH-SPEAKING ICE OFFICIAL WOULD BE AVAILABLE.BEAUDRY

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